



Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
April 7, 2008

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, April 7, 2008 at 3:30 p.m. at the Tempe Transit Office, 20 E. Sixth Street, Tempe, Arizona.

Members Present: Monica Allread, Pen Johnson, Jayson Matthews, David Strang

Members Absent: Lucy Logan, Judi Nelson, Amanda Ormond, Jackie Terry

City Staff Present: Tanya Chavez, Sue Taaffe

Guests Present: John Farry and Hillary Foose with METRO Light Rail, Tracy Washington, ASU student

Agenda Item 1 – New Policy for Consideration of Minutes

Per the Transportation Commission, draft minutes of all the committees will be forwarded to the Commission each month regardless if the Committee has reviewed and approved the minutes. This will allow for a more timely approval of minutes at the Commission level.

Committee Consensus: The draft minutes will be sent to the Committee to review within 72 hours of each meeting prior to being forwarded the Commission.

Agenda Item 2 – Public Appearances

There was no public comment.

Agenda Item 3 – Light Rail Update

Grand Opening: John Farry with METRO presented plans for METRO's grand opening in December 2008, which will be a three-day event, including a preview day for the media and preview pass holders, a ribbon cutting followed by celebrations at a number of stations, and free rides for the public during the weekend. John handed out a PowerPoint presentation regarding potential advertising opportunities on the train and at the station platforms to help offset the cost of the grand opening. The METRO Board currently has a no advertising policy, but METRO staff is proposing a moratorium on the policy for six months to a year to help fund the grand opening.

Committee Consensus: The Committee members were concerned that the brand identity would be diluted by wrapping the train. The Committee also stated that Tempe has a no advertising policy and philosophically opposes the clutter of advertising in public places. The Committee agreed not to support wrapping the trains, but to explore future display advertising at the stations.

Safety Campaign: Hillary Foose provided an update on vehicle testing and METRO's safety campaign, which will focus on safety communications during vehicle testing and when light rail begins operating revenue service. Vehicle testing will begin in Tempe in May, with the test zone stretching from the Town Lake Bridge to the Transportation Center, and then expanding through Apache Boulevard in early summer. The safety campaign includes information for both adults and children, and will be communicated via print, email, web sites, newsletters, employee notices, advertising, schools and public presentations. Hillary provided copies of safety materials, including brochures, build-your-own light rail train car and kids' activities pages. Pen Johnson asked who is paying for the safety campaign. Hillary Foose stated that each member city pays for a portion of the campaign.

Construction Progress: Hillary Foose stated that the entire LRT project is 85 percent complete. The repairs to the track are in progress and will not affect the opening date. David asked who is paying for the repairs. John Farry said that it is still being determined.

Agenda Item 4 – Professional Advertising Services Proposal Update

Sue Taaffe provided a memo with background information on the professional advertising proposal. The purpose of the memo was to get direction from the Committee regarding the budget for professional advertising services for Tempe in Motion. Two budget options were presented to the Committee. One was to maintain the \$385,000 per year level of professional advertising services. The second was to reduce the cost to \$335,000 per year for advertising services. The main difference between the two options was that there would be less paid media at the \$335,000 level.

Committee Consensus: The Committee agreed to maintain the \$385,000 per year professional advertising budget.

Agenda Item 5 – Orbit Update

Sue Taaffe informed the Committee that there is a public meeting on April 8 at the Tempe Public Library from 6 to 8 p.m. to discuss the Orbit Jupiter route. Staff is in the process of compiling data and public comment. This information will be forwarded to the Transportation Commission and Council Committee in May and presented to the City Council in June. David Strang asked staff to email the Committee the latest ridership numbers.

Agenda Item 6 – Bike Month

Tanya Chavez provided an update on activities scheduled for Bike Month. Activities included Bike-A-Palooza on April 5, which featured a bike swap meet and 13-mile community ride. Approximately 600 people attended the event. Bike to Work and School Day will be held on April 16.

Agenda Item 7 – New Resident / Special Assistance Transit Pass Program Update

Tanya Chavez updated the Committee on the changes to the New Resident and Special Assistance Bus Pass programs. When Valley Metro changed their fare media and pricing, the marketing budget for these programs increased substantially because Tempe would no longer be charged for usage only. Based on the increased costs, staff made modifications to the programs including providing seven or three day passes instead of 31 day passes to new residents and others in the program.

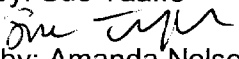
Agenda Item 8 – Next Meeting

The next meeting is scheduled for June 2, 2008 at 3:30 p.m. in the Tempe Transit Office, 20 E. Sixth Street.

Agenda Item 9 – Adjournment

Jayson Matthews adjourned the meeting at 4:40 p.m.

Prepared by: Sue Taaffe


Reviewed by: Amanda Nelson